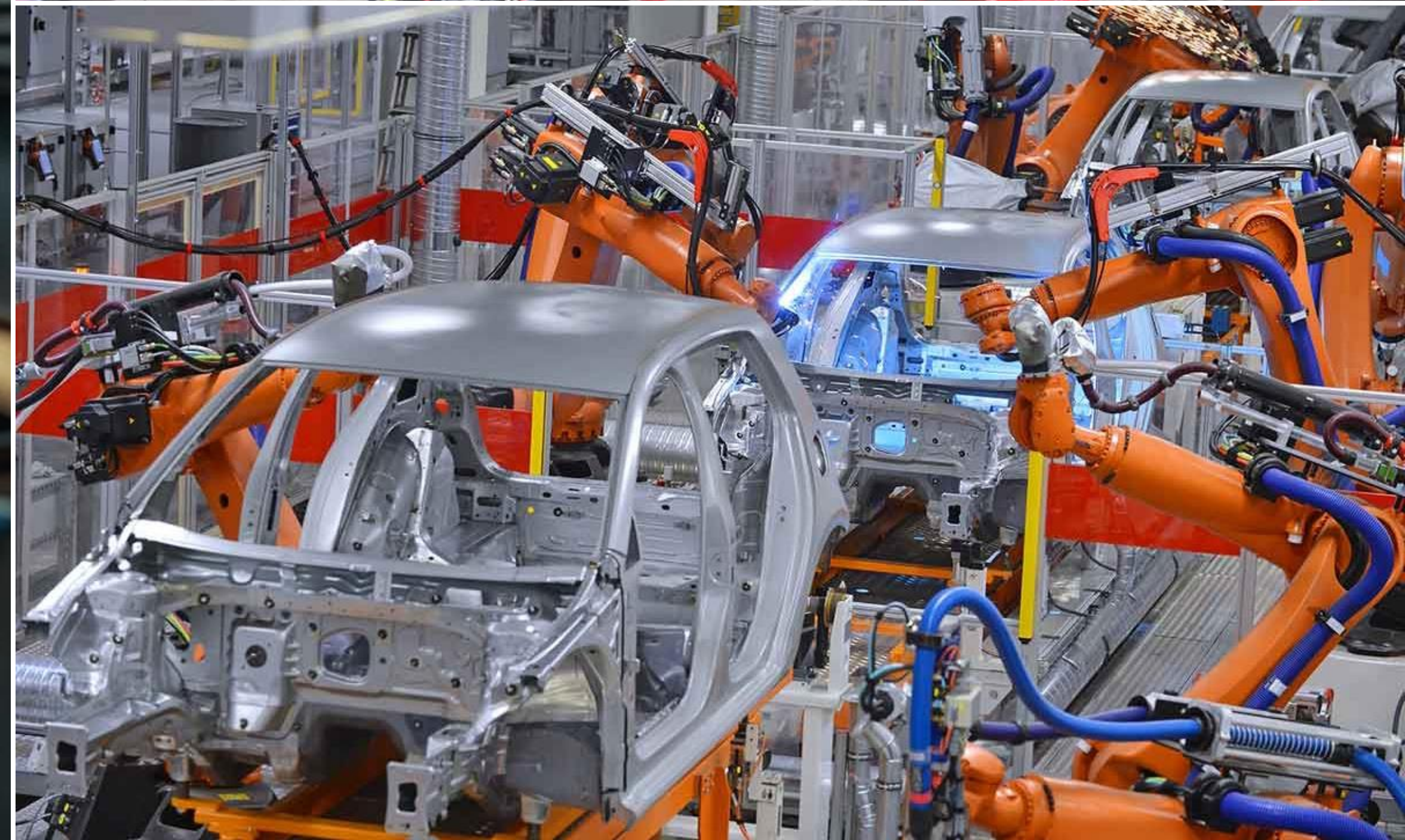


# AI for Enterprise

A workshop with a wooden go-kart in the foreground and various tools on shelves in the background. The go-kart is made of light-colored wood and has four black tires. The workshop is filled with tools, including wrenches, sockets, and power tools, hanging on the walls and shelves. The lighting is warm and focused on the go-kart.

**Rolf Löwisch**

Direktor & Head of AI - DACH



From the garage to the hotline: Audi  
Interaction and IBM develop innovative  
voice bot solution for customer interaction



BaFin improves quality of supervisory function and increases productivity in manual activities with IBM watsonx



UNDP and IBM launch new tools to forecast energy access and model energy equity

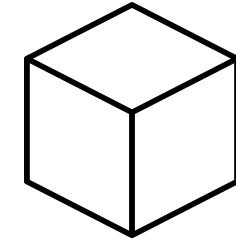


Boehringer Ingelheim and IBM collaborate to advance generative AI and foundation models for therapeutic antibody development



A fundamental shift is underway for AI

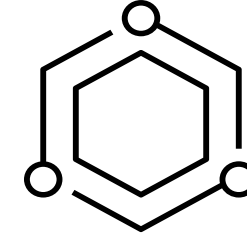
AI that can **generate for you**



### Models

- Next-token prediction
- Text generation
- Pattern matching

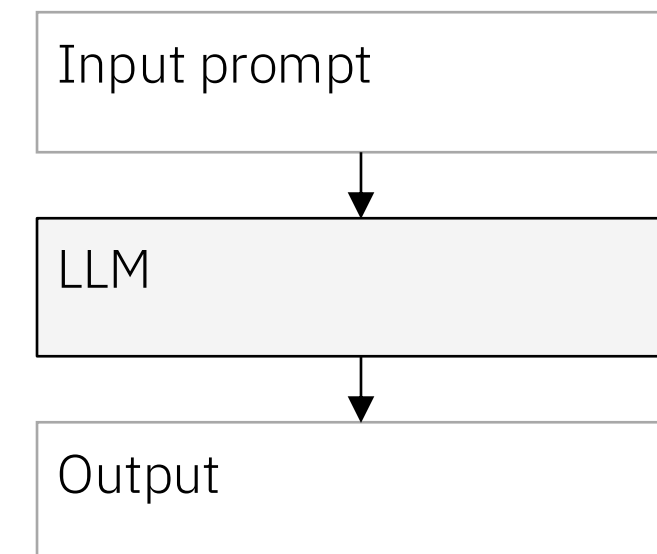
AI that can **chat for you**



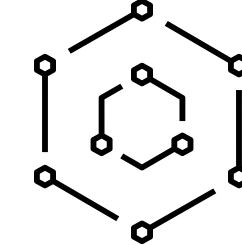
### Assistants

- Powered by single customized LLM & large training data
- Inflexible & brittle at run-time

Feed-forward systems



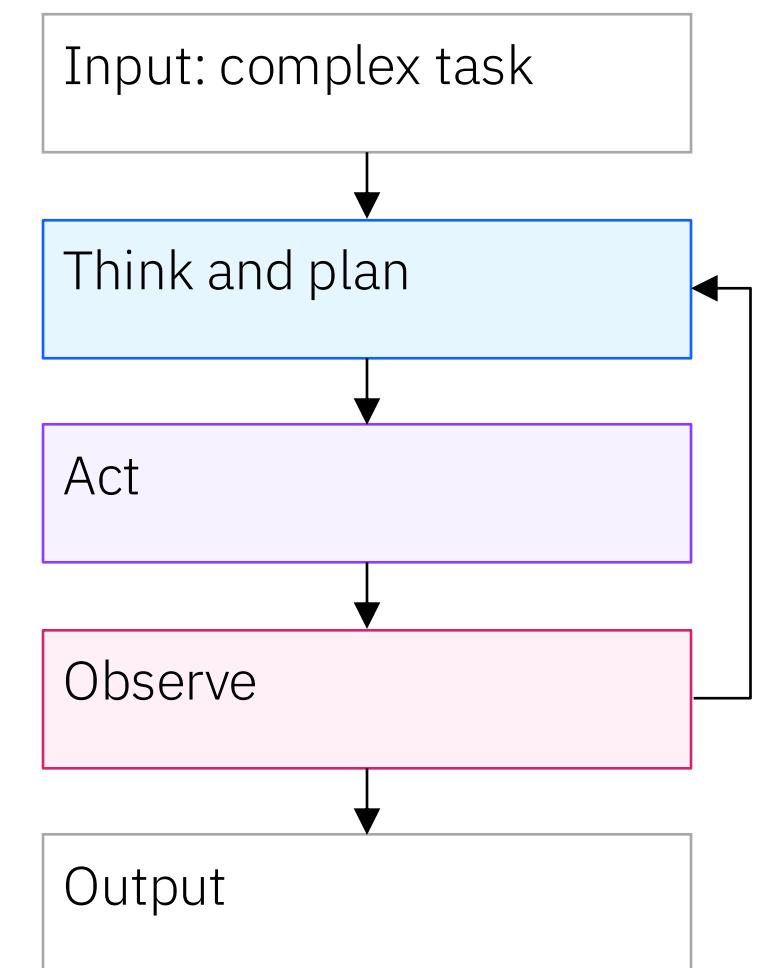
AI that can **do for you**



### Agents

- Powered by the **think-act-observe** loop
- Flexible & adapts to real-time data

Feedback systems

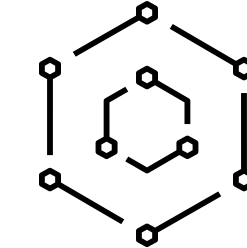
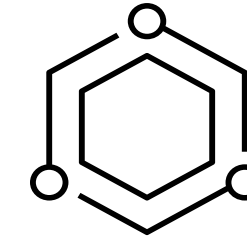
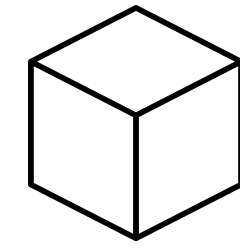


A fundamental shift is underway for AI

AI that can **generate for you**

AI that can **chat for you**

AI that can **do for you**



### Models

### Assistants

### Agents

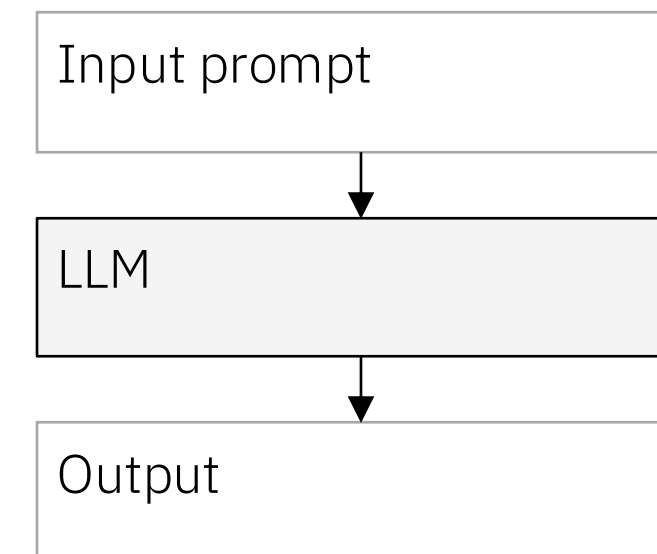
- Next-token prediction
- Text generation
- Pattern matching

- Powered by single customized LLM & large training data
- Inflexible & brittle at run-time

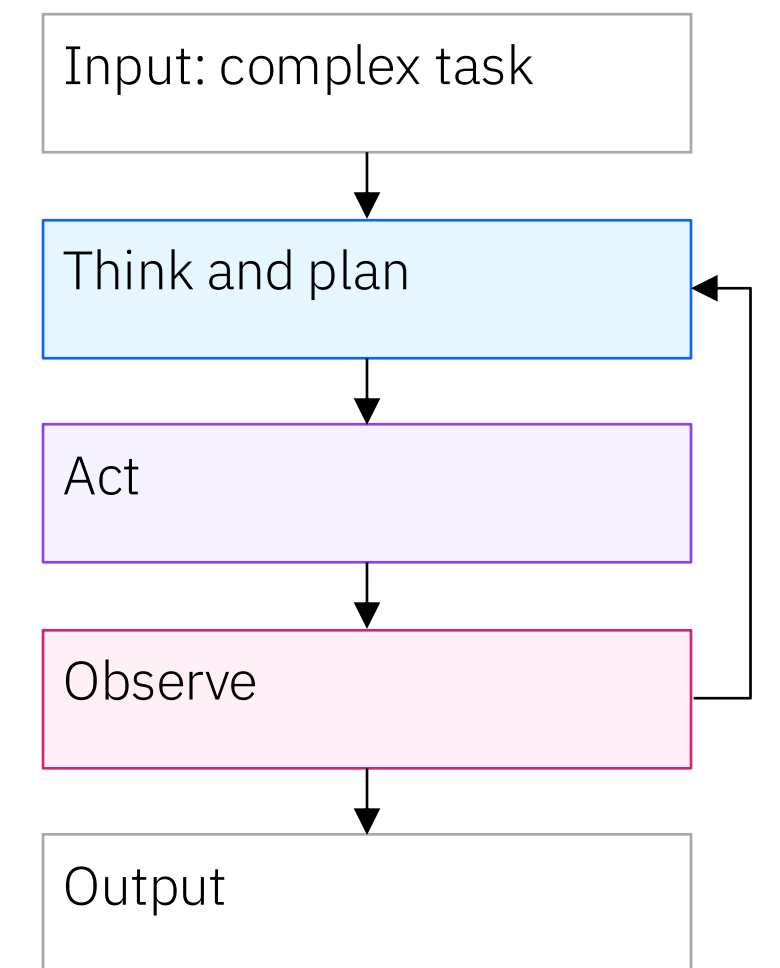
- Powered by the **think-act-observe** loop
- Flexible & adapts to real-time data

**“classical” AI**  
Machine Learning  
Computer Vision / Image Recognition  
Decision Optimization  
Robotics Process Automation

Feed-forward systems



Feedback systems

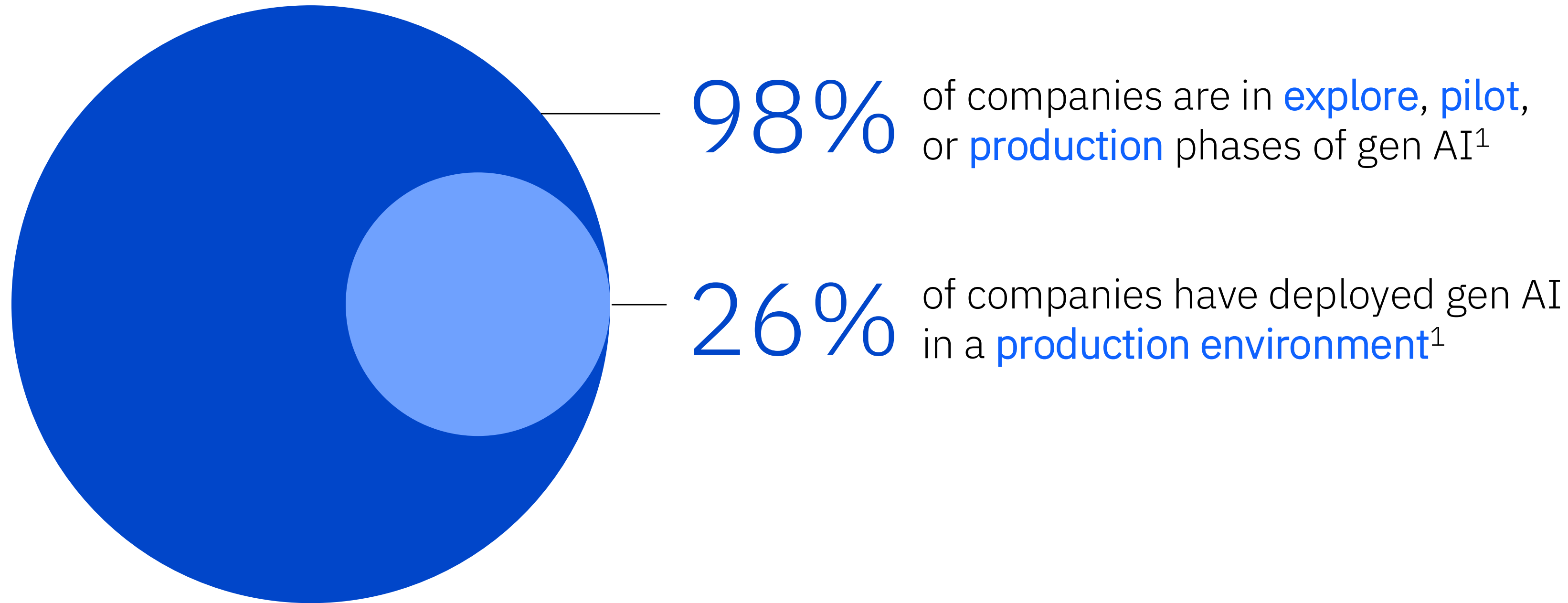


# Trend 1 | Enterprises are just starting to deploy gen AI into production

However, capturing the full value of AI investments will take time due to the complexity of scaling gen AI

Almost three years into the gen AI phenomenon, enterprises are just getting started...

... with value realization still years away



only **5%**

of enterprises are realizing positive ROI from AI initiatives. **Most AI pilots deliver little to no measurable impact** on the bottom line<sup>2</sup>





# Trend 3 | Enterprise data is critical to realize value

Leveraging (hardly used today) enterprise data can improve model efficacy and security

83% of IT leaders believe that leveraging their business's data will give them a significant advantage over competitors<sup>1</sup>

Currently nearly all available public data is now represented in foundation models<sup>2</sup>

1%

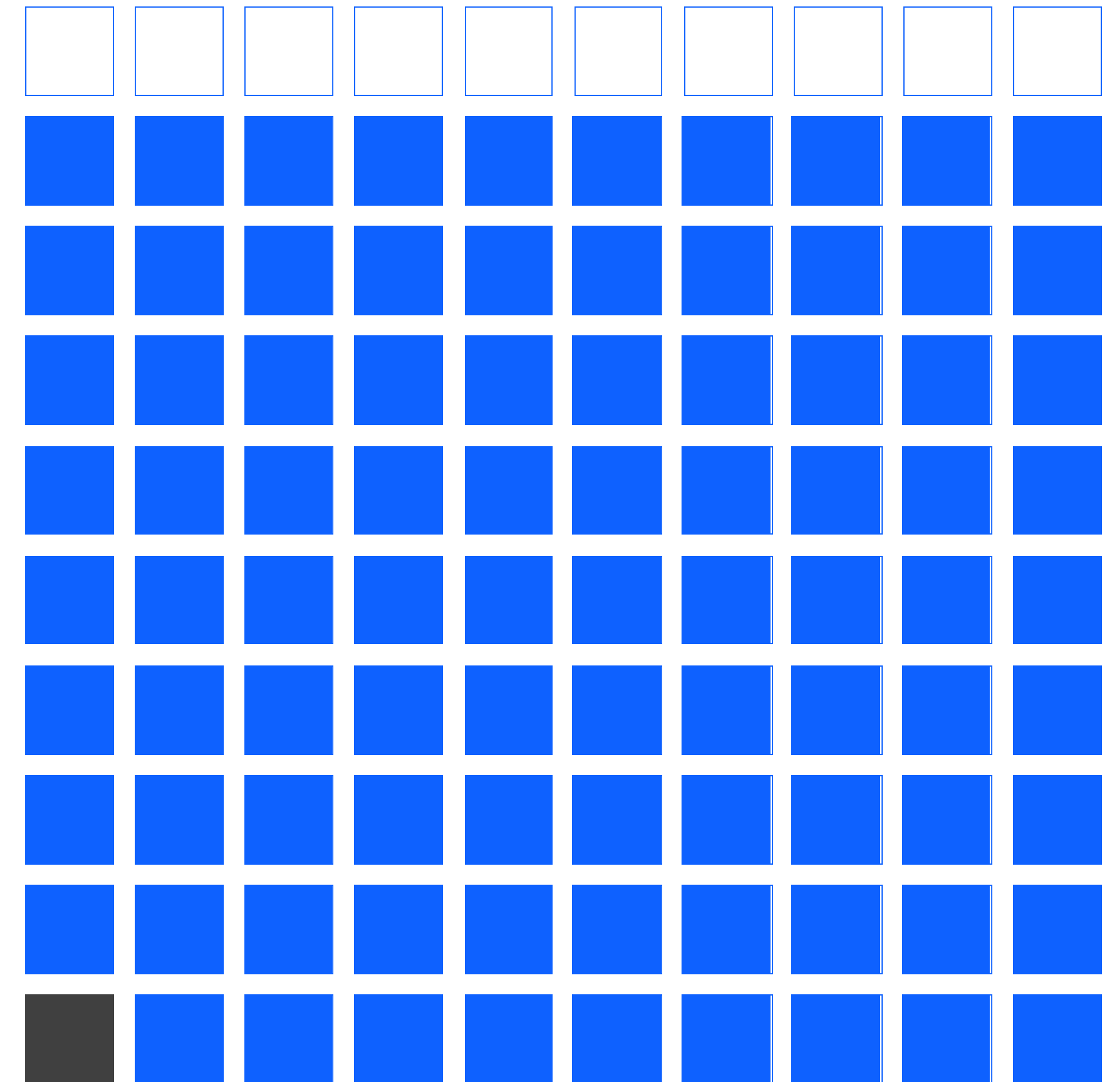
of enterprise data is currently being leveraged by gen AI<sup>2</sup>

52%

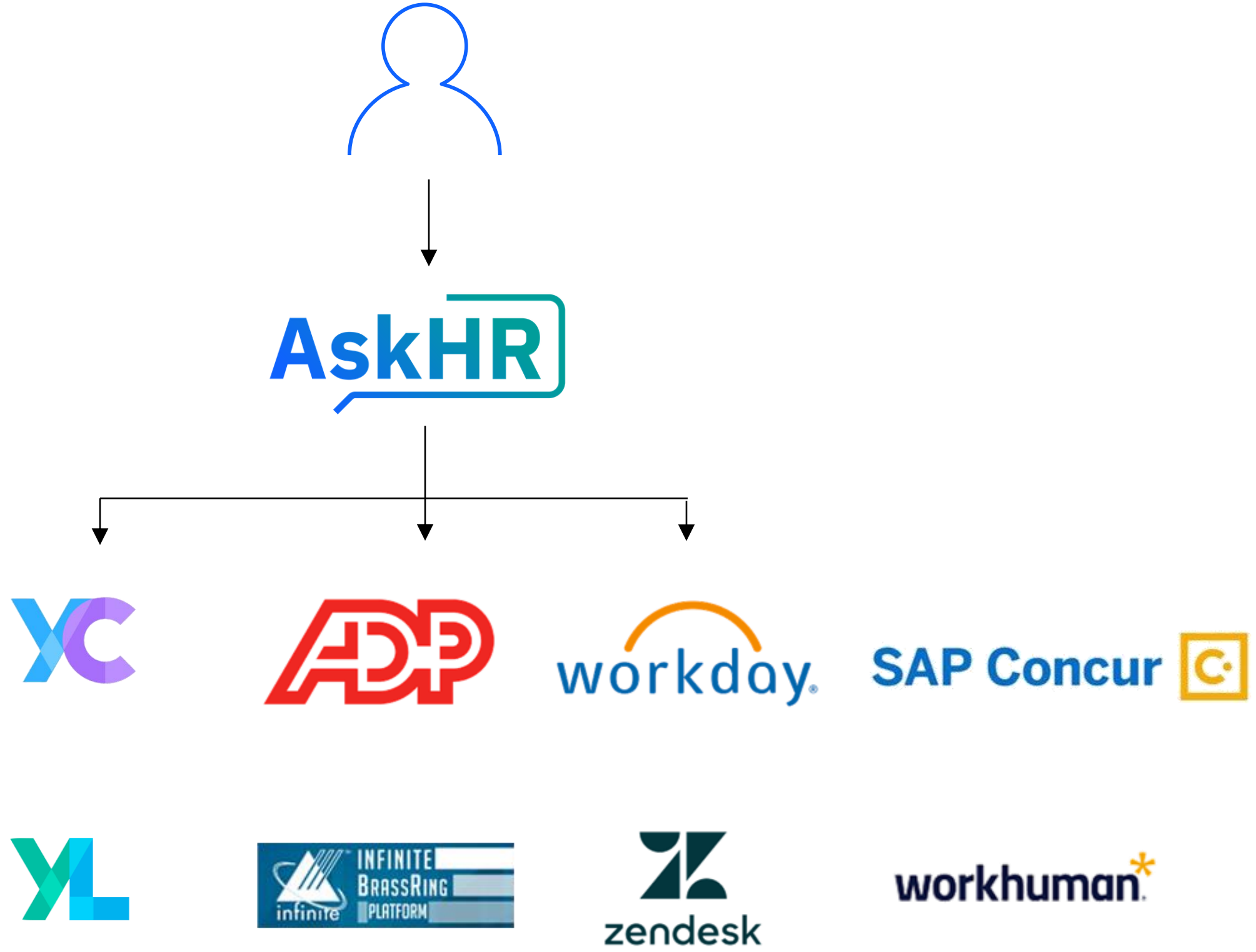
of enterprise data is still in data centers<sup>3</sup>

90%

of enterprise data is unstructured<sup>4</sup>



# AI journey example | IBM as client zero with AskHR



The screenshot shows the IBM AskHR interface. The top header reads 'IBM watsonx Orchestrator' and 'IBM AskHR'. On the right, there are language and preference dropdowns and an 'AI' icon. The left sidebar contains a 'New chat +' button and a list of chat items under 'Active chat' and 'Recent chat'. The main chat area displays a greeting: 'Good evening 10:31 PM' and 'Hi, I am the new AskHR'. Below the greeting is a disclaimer: 'AskHR uses generative AI and strives to give you the most accurate and reliable answers. However, since GenAI is still evolving, responses should not be treated as binding advice.' Three action cards are visible: 'Get to Know Me' (Learn how to maximize your interactions with AskHR in IBM watsonx Orchestrator.), 'Hot Topics' (Hot Topics / Known Issue: Support Requests / Click here for details.), and 'Emergency/Complex Case' (Managers, click here for support on urgent employee matters and complex cases.). At the bottom, a message input field contains the text 'I want to transfer an employee to another manager. Please guide me through.' and a 'Click to send message' button.

AskHR: a case study in  
successful adoption

11.5M

yearly HR transactions  
across 77 countries

94%

employee inquiries  
handled by AskHR

100%

manager  
adoption

40%

reduction in HR  
operating budget

+55

employee rating  
improvement

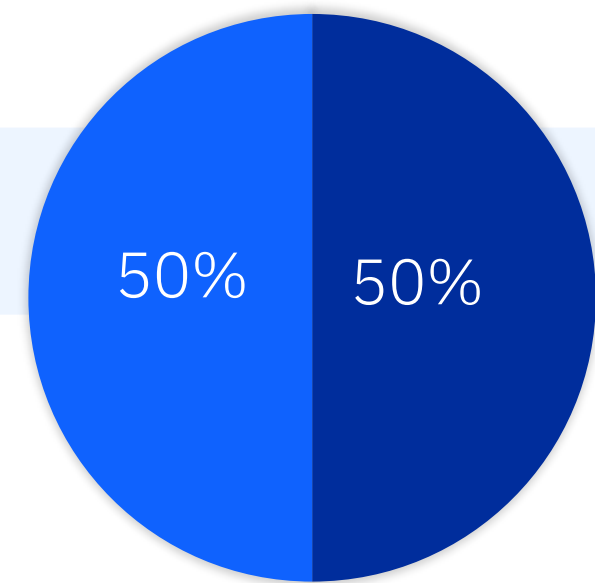
# AI journey example | IBM productivity savings

## 2023

*Eliminate operating complexity*

*Simplify end-to-end workflows*

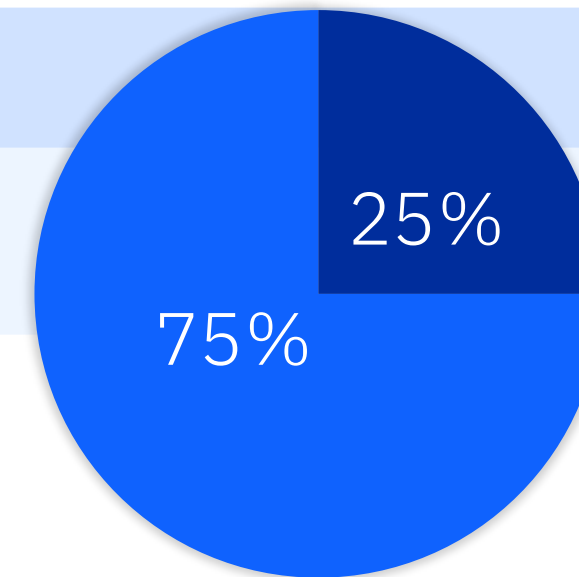
*Automate manual tasks*



- Automation
- AI

## 2024

*+ Deploy AI across all operations*



- Automation
- AI (50+ use cases already in production)

### Enterprise Performance Management

Automation  
**watsonx** assistant  
**watsonx.ai**

\$200M in business value

### Customer Support

**watsonx** assistant  
IBM Cloud Pak for Data

\$165M annualized operational savings

### IT Modernization

Turbonomic  
Hybrid Cloud  
Ansible Automation and  
**watsonx** Code Assistant

\$100M+ optimization

### Digital Labor

**watsonx** assistant  
**watsonx** discovery  
**watsonx** Orchestrate

80% of top IT issues addressed by AskIT

### HR Transformation

**watsonx** assistant  
**watsonx** discovery  
**watsonx** Orchestrate

40% savings in HR operating budget

# Empfehlung 1 | Stellen Sie Ihren Use Case & den ROI in den Mittelpunkt

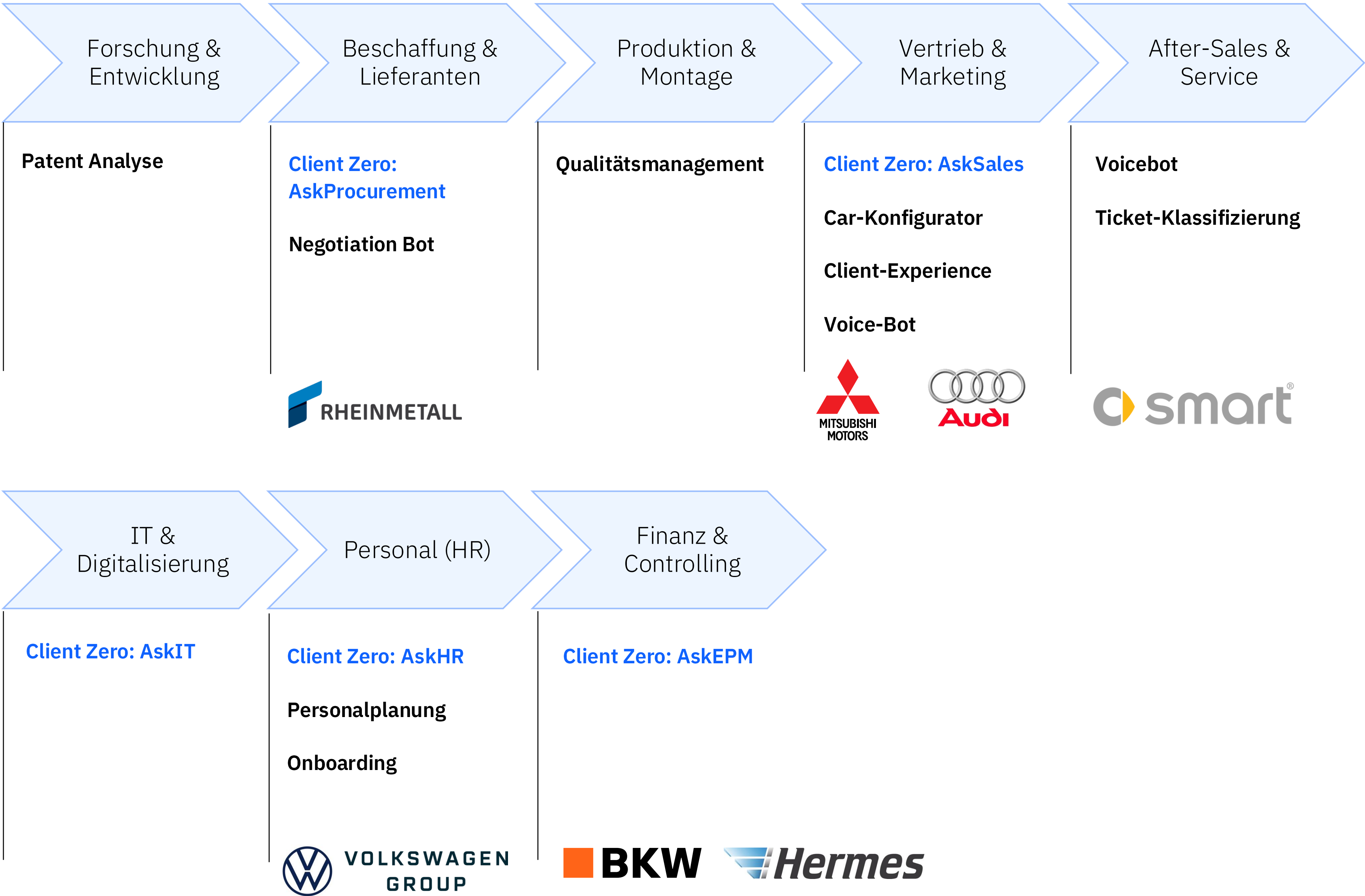
„use AI where it is not sexy“

Arvind Krishna, CEO IBM



Proven use cases  
along the value chain

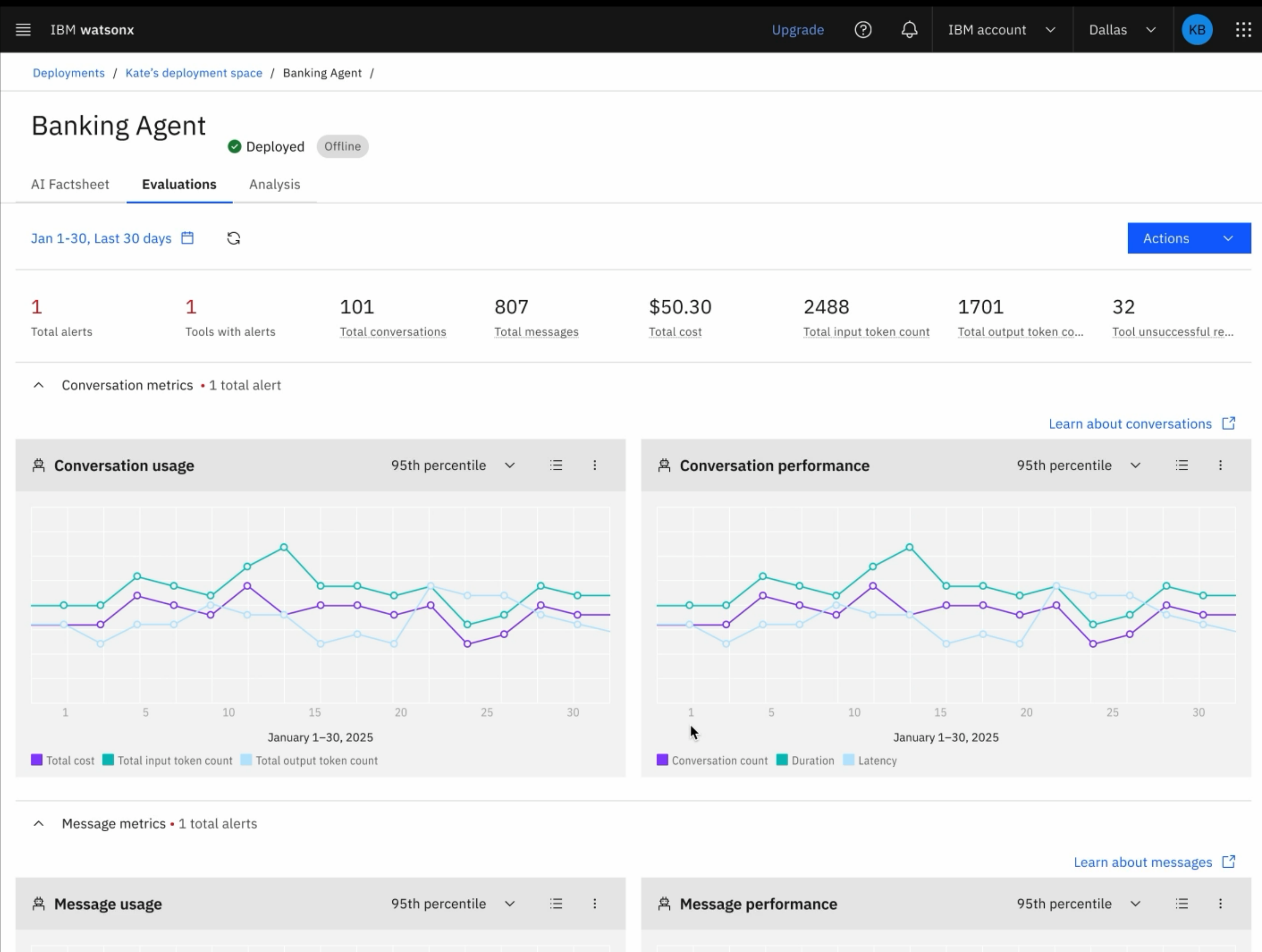
**Automotive &  
Industrial**



# Empfehlung 2 | Überwachen und kontrollieren Sie Ihre KI

Transparenz und  
Regeln schaffen  
Vertrauen

Vertrauen ermöglicht  
Akzeptanz und ROI



## Empfehlung 3 | Geben Sie Freiheiten für Mitgestaltung

### Ausprobieren & Lernen

Zeit und Möglichkeiten einräumen, z.B. durch KI Hackathon oder KI Challenge.

De-Mystifizierung und Abbau von Vorbehalten.

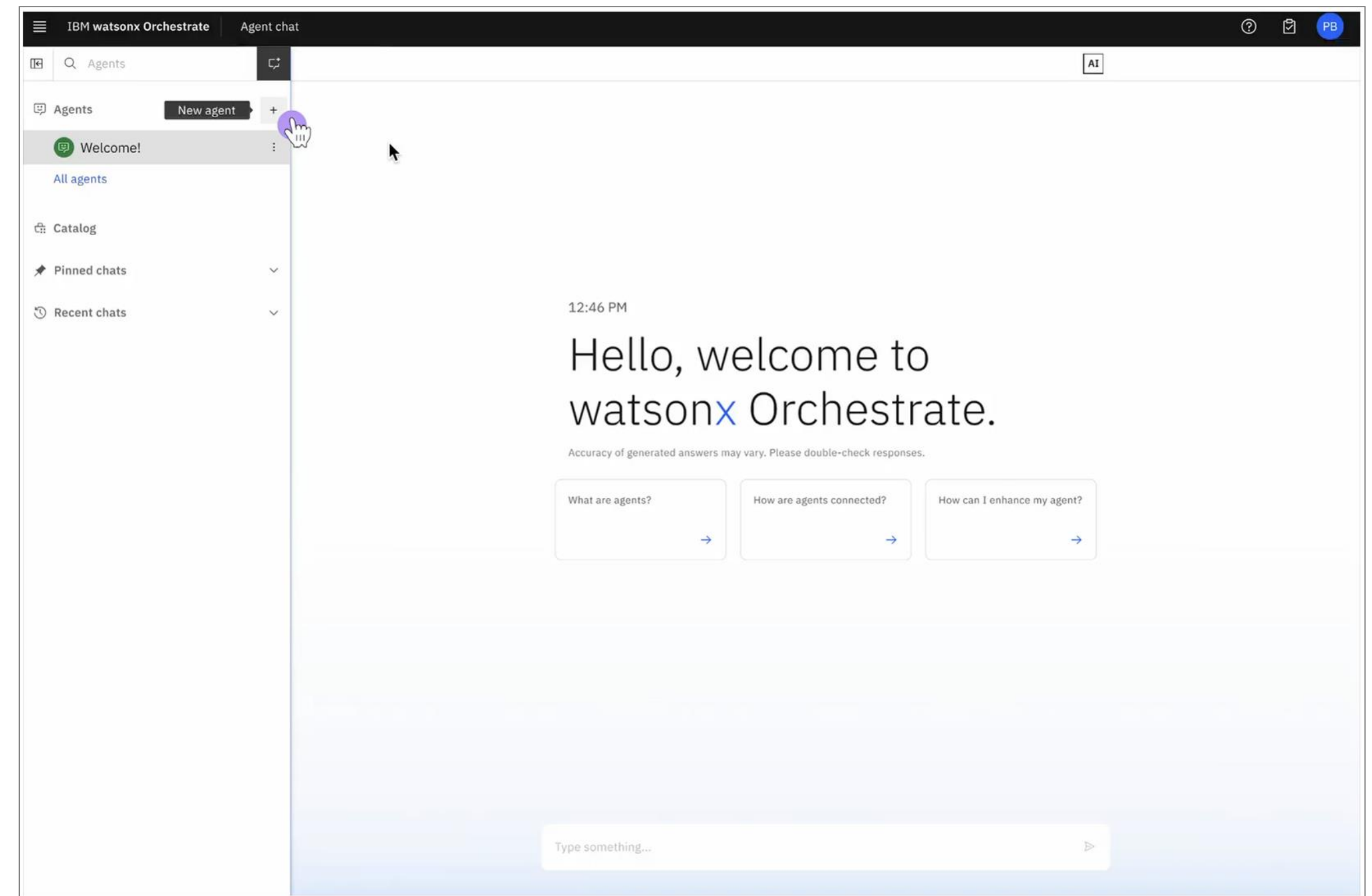
Kontinuierliche Neugier fördern & Plattformen für Austausch von Erfahrungen und Ideen schaffen.

### „Betroffene“ zu „Mit-Gestaltern“ machen

Wissen über Prozesse und Probleme an der Quelle einbinden.

KI muss kein Experten-Thema sein.

Kurze Zyklen mit schnellen Anpassungen steigern Akzeptanz und Qualität.



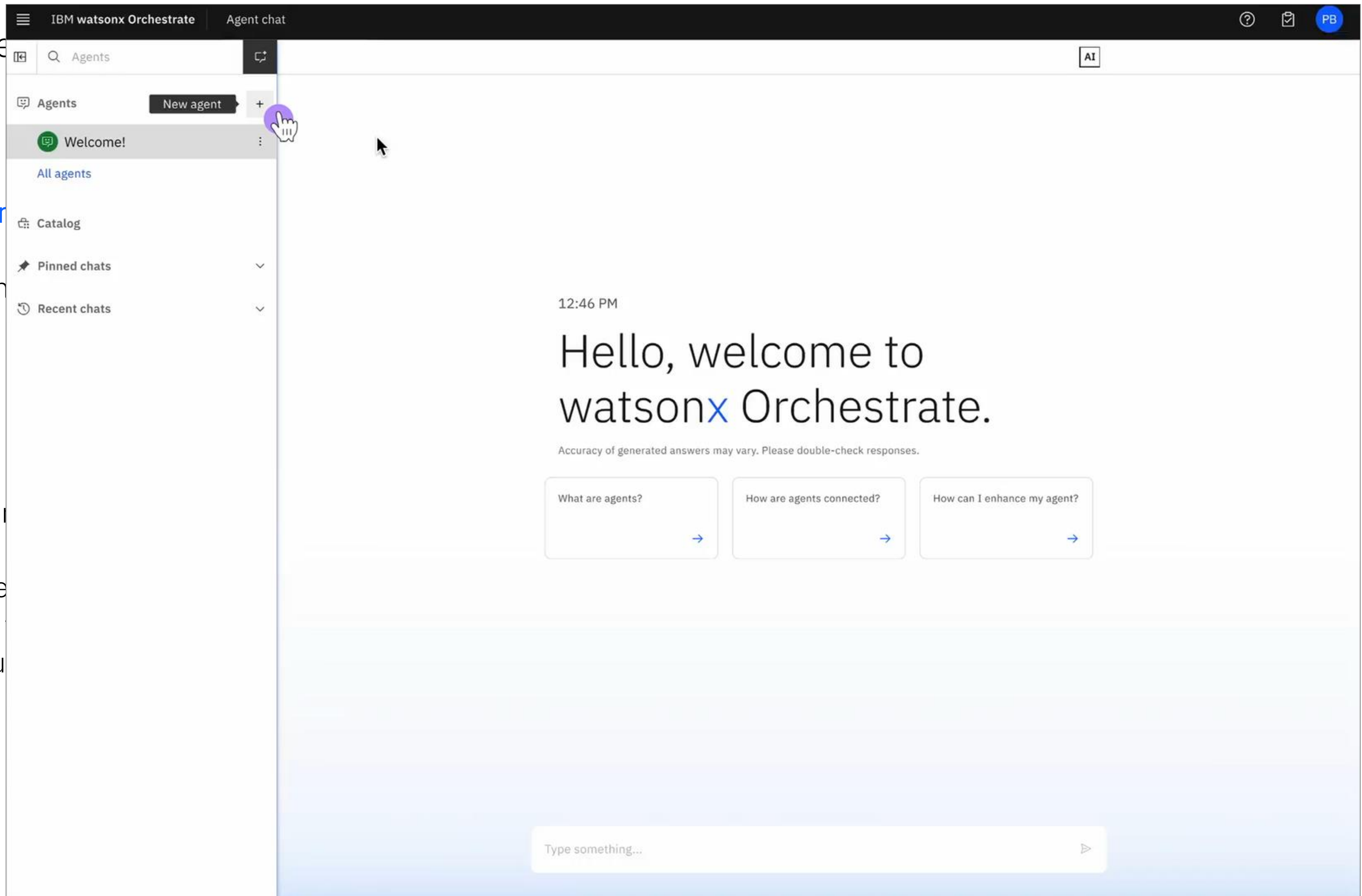
## Empfehlung 3 | Ge

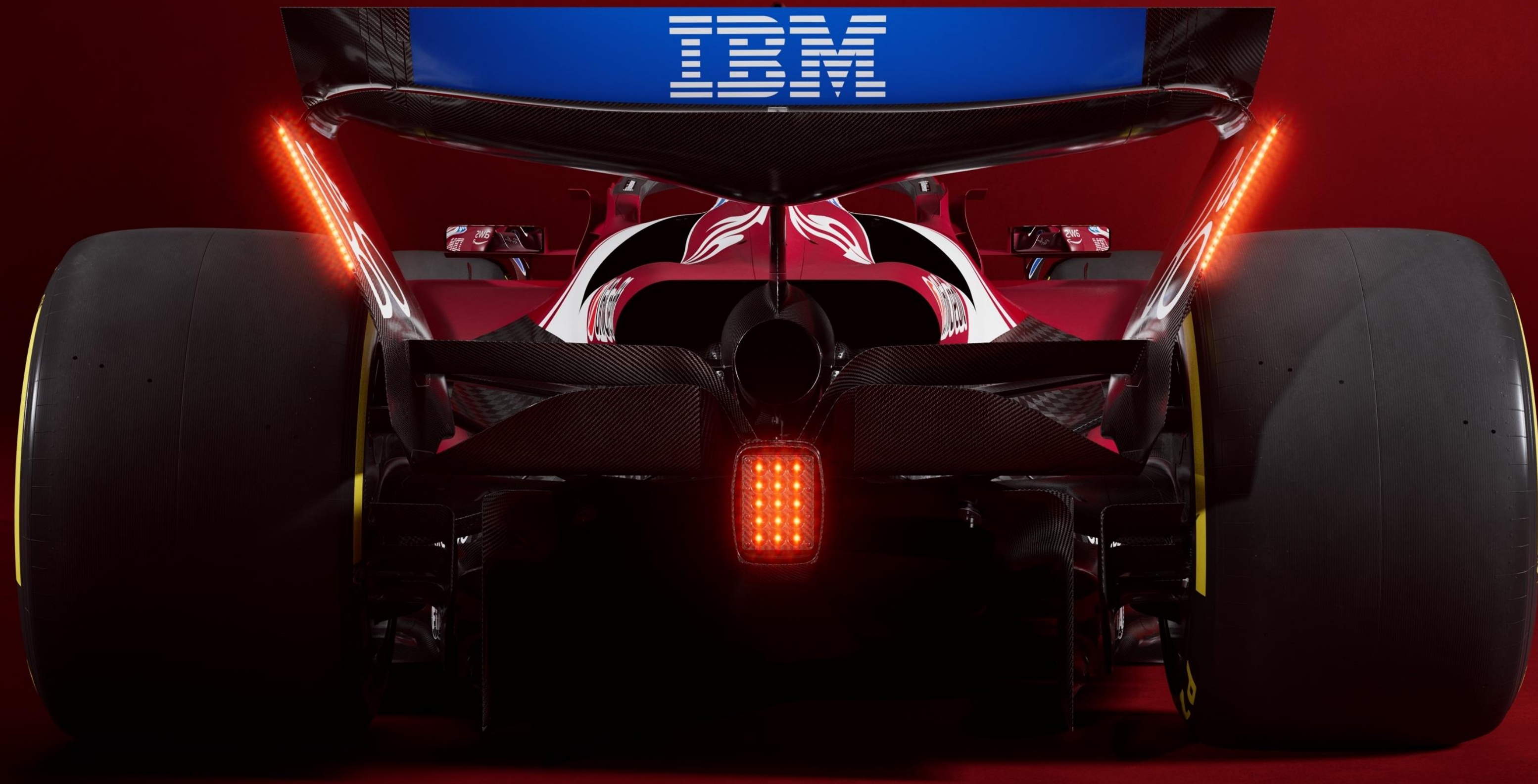
### Ausprobieren & Lernen

Zeit und Möglichkeiten einräumen, z.B. durch Hackathon oder KI Challenge.

De-Mystifizierung und Abbau von Vorbehalten

Kontinuierliche Neugier fördern & Plattformen Austausch von Erfahrung und Ideen schaffen.





Learn more?  
Connect with me.

Let's create

Sprechen wir über Ihr Vorhaben  
und realisieren wir gemeinsam  
Ihren Piloten als Co-Creation.